

Focus growth strategy



Wealth
Management

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Focus growth strategy

- Our focus growth strategy is a more aggressive approach to investing in stocks.
- We are strong believers in **the ability of common stocks to outperform other assets** in an overall constructive market and economic environment.
- In selecting stocks for this strategy, **we emphasize companies that are at the forefront of innovation** in their sector or industry.
- Ideally, these companies have a **specific dominance in their sector or industry**.
- **We consider both fundamental and technical analysis** to identify short-term and long-term investment opportunities.
- The strategy is managed on a **tactical** basis so we can raise cash and over/underweight certain asset classes and sectors on a shorter-term basis. This may include holding positions, going to cash, and also moving in or out of positions in response to market and economic events.
- We **actively monitor** all stocks in the strategy on a regular and ongoing basis.
- We occasionally employ a **covered-call writing strategy on select positions** to generate additional income and provide limited downside protection.
- We utilize a broad range of resources and tools to gather and track stock information, including: Thomson One/Reuters, Argus, Credit Suisse, RBC Capital Markets, Dorsey Wright, Zack's, Morningstar and Fiserv, as well as major financial publications and other subscription research.
- **Methodology: buy discipline considerations**
 - Demonstrated or potential leadership in their sector and/or industry
 - Attractive current or potential earnings growth
 - Hold approximately 20 stocks diversified by industry and sector
- **Methodology: sell discipline considerations**
 - Change in our investment opinion of the company
 - Negative company announcement, or merger that we think could negatively affect the company and stock price
 - Desire to emphasize or de-emphasize an industry or sector
 - Emergence of a more compelling investment opportunity
 - Change in our perspective on market and economic fundamentals
- We actively manage the strategy on a discretionary and fiduciary basis in a fee-based account.